

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims

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1-102. (Canceled)

21 103. (Currently Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for displaying targeted advertising based on the user's interests ~~with~~ in the program guide; and

means for monitoring which advertisements are displayed by the program guide;

means for transmitting information on which advertisements are displayed from the program guide to a central facility; and

means for maintaining a monitoring record at the central facility containing the information on which advertisements are displayed, wherein the means for

maintaining the monitoring record further comprises means for ~~maintaining~~ collecting information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

104. (Currently Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

Q1 means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for displaying targeted advertising based on the user's interests ~~with~~ in the program guide; and

means for monitoring which advertisements are displayed by the program guide;

means for transmitting information on which advertisements are displayed from the program guide to a central facility; and

means for maintaining a monitoring record at the central facility containing the information on which advertisements are displayed, wherein the means for maintaining the monitoring record further comprises means for ~~maintaining~~ collecting information on the reasons that

each targeted advertisement was displayed by the program guide in the monitoring record.

105-108. (Canceled)

Q1 109. (Currently Amended) A method for using an interactive television program guide implemented on user television equipment to monitor the effectiveness of targeted advertising, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

displaying targeted advertising based on the user's interests ~~with~~ in the program guide;

monitoring which advertisements are displayed by the program guide;

transmitting information on which advertisements are displayed from the program guide to a central facility; and

maintaining a monitoring record at the central facility containing the information on which advertisements are displayed, wherein the step of maintaining the monitoring record further comprises the step of ~~maintaining~~ collecting information on the location

in the program guide in which each targeted advertisement is displayed in the monitoring record.

110. (Currently Amended) A method for using an interactive television program guide implemented on user television equipment to monitor the effectiveness of targeted advertising, comprising the steps of:

21 monitoring a user's interactions with the interactive television program guide to determine the user's interests;

displaying targeted advertising based on the user's interests ~~with~~ in the program guide;

monitoring which advertisements are displayed by the program guide;

transmitting information on which advertisements are displayed from the program guide to a central facility; and

maintaining a monitoring record at the central facility containing the information on which advertisements are displayed, wherein the step of maintaining the monitoring record further comprises the step of ~~maintaining~~ collecting information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

111-114. (Canceled)

115. (Currently Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

means for monitoring which targeted actions are taken by the program guide;

means for transmitting information on which targeted actions are taken by the program guide from the program guide to a central facility; and

means for maintaining a monitoring record at the central facility containing the information on which targeted actions are taken in the program guide, wherein the means for maintaining the monitoring record further comprises means for ~~maintaining~~ collecting in the monitoring record information on the location in the program guide in which each targeted action is taken.

116. (Currently Amended) A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

means for monitoring which targeted actions are taken by the program guide;

means for transmitting information on which targeted actions are taken by the program guide from the program guide to a central facility; and

means for maintaining a monitoring record at the central facility containing the information on which targeted actions are taken in the program guide, wherein the means for maintaining the monitoring record further comprises means for ~~maintaining~~ collecting information on the reasons that each targeted action was taken in the monitoring record.

117-120. (Canceled)

121. (Currently Amended) A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest;

transmitting information on which targeted actions are taken from the program guide to a central facility; and

maintaining a monitoring record at the central facility containing the information on which targeted actions are taken, wherein the step of maintaining the monitoring record further comprises the step of ~~maintaining~~ collecting information in the monitoring record on the location in the program guide in which each targeted action is taken.

122. (Currently Amended) A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest;

transmitting information on which targeted actions are taken from the program guide to a central facility; and

C' maintaining a monitoring record at the central facility containing the information on which targeted actions are taken, wherein the step of maintaining the monitoring record further comprises the step of ~~maintaining~~ collecting information in the monitoring record on the reasons that each targeted action was taken in the program guide.

123-175. (Canceled)

176. (Currently Amended) A system for providing users with advertisements, comprising user television equipment configured to:



monitor a user's interactions with an interactive television program guide to determine the user's interests;

display targeted advertising based on the user's interests ~~with~~ in the program guide;

monitor which advertisements are displayed by the program guide;

transmit information on which advertisements are displayed from the program guide to a central facility, and

21 maintain a monitoring record at the central facility containing the information on which targeted advertisements are displayed, wherein the maintaining further comprises collecting information on the location in the program guide in which each targeted advertisements is displayed in the monitoring record.

177. (Currently Amended) A system for providing users with advertisements, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

display targeted advertising based on the user's interests with in the program guide;

monitor which advertisements are displayed by the program guide;

transmit information on which advertisements are displayed from the program guide to a central facility, and

maintain a monitoring record at the central facility containing the information on which targeted advertisements are displayed, wherein the maintaining further comprises collecting information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

178-181. (Canceled)

182. (Currently Amended) A system for providing users with advertisements, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

take targeted actions in the program guide based on the user's interests;

monitor which targeted actions are taken by  
the program guide;

transmit information on which targeted  
actions are taken ~~by~~ from the program guide to a central  
facility; and

maintain a monitoring record at the central  
facility containing the information on which targeted  
actions are taken in the program guide, wherein the  
maintaining further comprises collecting in the monitoring  
record information on the location in the program guide in  
which each targeted action is taken.

183. (Currently Amended) A system for providing  
users with advertisements, comprising user television  
equipment configured to:

monitor a user's interactions with an  
interactive television program guide to determine the  
user's interests;

take targeted actions in the program guide  
based on the user's interests;

monitor which targeted actions are taken by  
the program guide;

transmit information on which targeted actions are taken ~~by~~ from the program guide to a central facility; and

0<sup>7</sup> maintain a monitoring record at the central facility containing the information on which targeted actions are taken in the program guide, wherein the maintaining further comprises collecting information on the reasons that each targeted action was taken in the monitoring record.

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